



EA Continues to Expand the Spine-Tingling Dead Space Universe With an Animated Feature and Graphic Novel

'Dead Space Aftermath' and 'Dead Space Salvage' Populate the Fiction With New Characters, New Secrets

SAN DIEGO, Jul 23, 2010 (BUSINESS WIRE) -- Today at the International Comic-Con 2010, Visceral Games(TM), an Electronic Arts Inc. (NASDAQ:ERTS) studio, will announce two all-new products in the *Dead Space(TM)* franchise; *Dead Space Aftermath* and *Dead Space Salvage*. These two brand extensions will be revealed during a panel discussion entitled, 'Building a Horror Entertainment Franchise: *Dead Space 2*' featuring *Dead Space* Producer Rich Briggs, *Dead Space Salvage* Artist Christopher Shy, *Dead Space Martyr* Writer Brian Evenson, *Dead Space Aftermath* Actor Christopher Judge and *Dead Space 2* Actor Gunner Wright. *Dead Space Aftermath* is an animated feature that explains what happened during the first-responder mission to Aegis VII. *Dead Space Salvage* is a graphic novel that tells the story of a rogue group of miners who come across the dilapidated USG Ishimura. *Aftermath* and *Salvage* will be available in winter 2010, as part of the pre-launch campaign for *Dead Space 2*, winner of 17 awards at the Electronic Entertainment Expo including 'Best Action/Adventure Game' from top media outlets including *Game Informer*, GameSpot, GameSpy and Machinima.com.

"It is tremendously inspiring to see *Dead Space* continually expand to more media. It has always been our goal to experience the universe through multiple lenses and our vision is being realized. The *Dead Space* world is living, breathing, and terrifying. We couldn't be more excited about these new offerings," said Steve Papoutsis, Executive Producer of the *Dead Space* franchise.

The animated feature, *Dead Space Aftermath* centers on the Aegis VII disaster and explores how the Government sends an unwitting crew of people to get exposed to Marker shards. The Government is secretly trying to produce a viable "Marker blueprint" carrier, no matter the costs. *Dead Space Aftermath* is being developed by Starz/Film Roman and will be available in January 2011.

The graphic novel *Dead Space Salvage* tells the story of the Magpies, who discover an abandoned mining ship, the USG Ishimura. Their once-fortunate luck turns into a catastrophe as they realize they're in the middle of a living nightmare. Not only is the Government racing to claim the Ishimura, but the necromorphs are also reanimating across the ship. *Dead Space Salvage* will feature the unique visual style of fantasy and sci-fi artist, Christopher Shy. *Dead Space Salvage* is being published by IDW and will be available in December 2010.

In *Dead Space 2*, engineer Isaac Clarke battles his own dementia while fighting to save himself and dominate the relentless necromorph onslaughts. Players will see Isaac fight bigger, scarier and more epic battles that will keep them on the edge of their seats. *Dead Space 2* will be available on January 25th 2011 on the PlayStation(R)3 computer entertainment system, Xbox 360(R) video game and entertainment system and the PC. This product has not yet been rated by ESRB or PEGI. For additional information and news, visit www.deadspacegame.com, follow us on twitter www.twitter.com/isaacclarke or become a fan on Facebook at www.facebook.com/deadspace.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA Mobile™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. EA's homepage and online game site is www.ea.com. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

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